



Media Code of Conduct

Purpose

To ensure the safety, privacy, and enjoyment of all athletes, spectators, and officials during England Athletics National Championships. All accredited media and photographers must adhere to the following guidelines.

1. Accreditation & Identification

- All media representatives must register in advance and always wear their official England Athletics accreditation.
 - Access to restricted areas (e.g. track infield, athlete-only areas) is permitted only with proper credentials.
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2. Professional Conduct

- Treat all athletes, officials, staff, and spectators with courtesy and respect.
 - Do not obstruct competition areas or interfere with event operations.
 - Do not distract athletes, officials or coaches during performance (e.g., loud talking, flash photography during starts).
 - No harassment or intrusive questioning.
 - Avoid obstructing athletes, officials, or medical staff.
 - Respect privacy in sensitive situations (injuries, personal matters).
 - Do not manipulate images or quotes.
 - Act professionally at all times
 - Follow event rules on photography and filming in restricted areas (changing rooms, medical areas).
 - Follow all venue safety protocols and event-specific regulations.
 - Maintain clear communication with event management and respect timelines.
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3. Health & Safety

- Comply with all health and safety requirements.
 - Report hazards, accidents, or unsafe conditions immediately to the Competition Event Manager.
 - Ensure equipment is used and stored safely to avoid creating hazards or risks to athletes, officials, and spectators.
 - Follow all venue safety instructions and emergency procedures.
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4. Privacy & Confidentiality

- Obtain consent before conducting interviews or close-up photography of all athletes,
 - Parental/carers consent must be sought before conducting interviews or taking close-up photographs of U18s.
 - Respect any athlete's request not to be photographed.
 - Do not request or share personal details such as home addresses, phone numbers, or private social media accounts.
 - Do not publish sensitive information that could compromise safety or security.
 - Photography or filming is only permitted within the parameters of the accreditation issued.
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5. Content & Ethics

- Images and footage must not be used in a way that misrepresents athletes or the event.
 - Comply with all applicable laws regarding data protection and image rights.
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7. Safeguarding Responsibilities

- Act in the best interests of athletes, especially minors and vulnerable individuals.
 - Never engage in inappropriate physical contact or communication.
 - Comply with the UKA Safeguarding policies and attend any mandatory briefings
 - Report any safeguarding concerns immediately to the designated safeguarding officer. Or contact EA welfare@englandathletics.org
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Compliance & Disciplinary Actions

- Follow all event rules, venue regulations, and legal requirements.
- Failure to comply with this Code of Conduct may result in:
 - **Verbal or Written Warning**
 - **Removal from Venue**
 - **Termination of Contract**
 - **Reporting to Governing Bodies or Authorities**

Acknowledgment

All media must read and agree to this Code of Conduct before attending our events.